

Message Text

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PAGE 01 BRUSSE 07483 291759Z

70

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 291532Z JUL 76
FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 7561
USDOC WASHDC
INFO AMEMBASSY THE HAGUE

UNCLAS BRUSSELS 07483

COMMERCE FOR FIELD,OIM/BIC

E.O. 11652: N/A

TAGS: BEXP,BE

SUBJECT: PROPOSED CATALOG SHOW: INSTRURAMA '77

REF: (A)BRUSSELS 2720, (B) BRUSSELS 7430

1. EMBASSY SUGGESTED IN REFTEL A THAT COMMERCE CONSIDER PARTICIPATING IN INSTRURAMA '77.DRAFT 1977 CCP SCHEDULES CATALOG EXHIBIT AT INSTRURAMA UNDER LABORATORY INSTRUMENTS CAMPAIGN. EMBASSY HAS NOW RECEIVED CONFIRMATION FROM UDIAS, THE ORGANIZERS OF INSTRURAMA,THAT THIS EXHIBITION WILL INDEED TAKE PLACE AS SCHEDULED.DATES OF THE EXPOSITION ARE FROM MARCH 30 TO APRIL 5. THE SHOW WILL BE OPEN TO THE PUBLIC FROM 9:30 IN THE MORNING TO 5:30 IN THE EVENING BEGINNING MARCH 31 THROUGH APRIL 3,AND THE SHOW SITE IS THE "PALAIS DU CENTENAIRE", BUILDING NO. 8. STANDS ARE SOLD IN UNITS OF THREE METERS BY FOUR METERS RENTAL COSTS ARE BF 1,800 PER SQUARE METER PLUS A TVA OF 18 PERCENT, OR ABOUT DOLS 55 PER SQUARE METER.FOR A CATALOG DISPLAY, WE ESTIMATE THAT AT LEAST TWO UNITS WOULD BE REQUIRED; THAT IS,A MINIMUM OF 24 SQUARE METERS.

2. EMBASSY IS POUCHING INFORMATION ON THE INSTRURAMA SHOW TO COMMERCE (FIELD,OIM/BIC).

3. THE ABOVE- MENTIONED DATES,ABOUT WHICH WE HAVE JUST
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PAGE 02 BRUSSE 07483 291759Z

LEARNED,COULD PRESENT SCHEDULING PROBLEMS FOR THE EMBASSY.

UNDER REFTTEL B WE HAD PROPOSED SCHEDULING A TRADE MISSION
ON COMPUTER TECHNOLOGY AND BUSINESS EFFICIENCY TO VISIT
BELGIUM THE WEEK OF MARCH 28. IF THE TRADE MISSION AND THE
INSTRURAMA CATALOG SHOW WERE TO BE HELD DURING OVERLAPPING
TIMES, THIS WOULD, WE FEAR, PLACE A HEAVY STRAIN ON OUR RESOURCES.
IF BOTH EVENTS ARE APPROVED AND SUCCESSFULLY PUT TOGETHER,
WE SUGGEST THAT THE COMPUTER TECHNOLOGY TRADE MISSION BE
MOVED BACK SOMEWHAT EARLIER; E.G., MARCH 25, 28
AND 29. IN ANY EVENT, WE ATTACH IMPORTANCE TO US PARTICIPATION
IN INSTRURAMA.
RENNER

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Margaret P. Grafeld
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TAGS: BEXP, BE
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